



## CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: Renewal of Contracts with National Advertising Company for Rental of Two Billboards Located on Highway 99 Entrances to the City of Lodi

MEETING DATE: January 2, 1992

PREPARED BY: City Clerk

RECOMMENDED ACTION: That the City Council approve the renewal of contracts with National Advertising Company for rental of two billboards located on Highway 99 entrances to the City of Lodi.

BACKGROUND INFORMATION: The renewal contracts with National Advertising Company for the rental of two billboards located on the Highway 99 entrances to the City of Lodi have been received.

These are painted boards and the rental fee includes painting or repainting of the boards yearly.

The term of these agreements is for 36 months. The effective date of these renewals and the monthly unit charges will be as follows according to the terms of the renewal agreements.

<u>LOCATION</u>	<u>EFFECTIVE DATE</u>	<u>MONTHLY UNIT CHARGE</u>
Highway 99, East side 0.5 miles s/o Armstrong Road	March 1, 1992	<b>5814.00</b>
Highway 99, West side n/o Peltier Road	April 1, 1992	<b>\$814.00</b>

The monthly unit charge shown above is applicable only to the first 12 months of the agreement term. A 9-1/2% per year increase in the monthly unit charge will be applicable to each succeeding year, commencing on each anniversary of the effective date of this agreement.

APPROVED: \_\_\_\_\_

THOMAS A. PETERSON  
City Manager



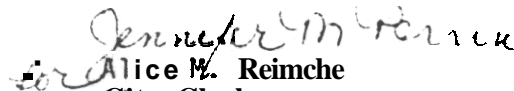
recycled paper

Renewal of Contracts with, Additional Advertising Company  
January 2, 1992  
Page Two

Listed below is a monthly rental cost breakdown per board on these billboards over the past several years:

<u>1975</u>	1981	1986	1989
\$175	5260	5420	5590

FUNDING: Funds included in the 1991/92 budget - Community Promotions

  
for Alice M. Reimche  
City Clerk

AMR/jmp

CITY COUNCIL

JAMES W. PINKERTON, Mayor

PHILLIP A. PENNING

Mayor Pro Tempore

DAVID M. HINCHMAN

JACK A. SIEGLOCK

JOHN R. (Randy) SNIDER

CITY OF LODI

CITY HALL, 221 WEST PINE STREET

P.O. BOX 3006

LODI, CALIFORNIA 95241-1910

(209) 334-5634

FAX (209) 333-6795

THOMAS A. PETERSON  
City Manager

ALICE M. REIMCHE  
City Clerk

BOB McNATT  
City Attorney

January 7, 1992

Ms. Sarah E. Colburn  
Administrative Assistant  
National Advertising Company  
2050 W. Fremont  
Stockton, CA 95203-1913

Re: Lease Nos. 040410 and 007077

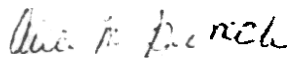
Dear Sarah:

Pursuant to our telephone conversation of this date, enclosed please find the executed renewal contract for the above referenced billboards located on Highway 99, east side, 0.5 miles S/O Armstrong Road and on Highway 99, west side, N/O Peltier Road. The yearly percentage escalation on each contract has been amended to 9-1/21: and these changes have been initialed.

Please return a fully executed copy of each agreement to this office at your earliest convenience.

Should you have any questions, please do not hesitate to call.

Very truly yours,

  
Alice M. Reimche  
City Clerk

AMR/jmp

Enclosure

National Advertising Company

2050 W. Fremont  
Stockton, CA 95203 1913  
(209) 466 5021  
Fax (209) 466-6013



October 3, 1991

City of Lodi  
Attn: Alice Reimche  
221 West Pine Street  
Lodi, CA 95240

RE: Lease #'s 040410 & 007077

Dear Alice:

Enclosed are the renewal contracts and fact sheets for the locations at east side hwy **99**, 0.5 miles south of Armstrong Road, Lodi, facing south & west side hwy **99**, 50' north of Peltier Road, **Lodi**, facing north.

Please sign and return to the Stockton office in the self-addressed stamped return envelope provided for **your** convenience. **Should** you have any questions, **please** feel free to give Dave **Spencer** a call at 209/466-5021.

Thank you for your business.

Sincerely,

3M NATIONAL ADVERTISING CO.

A handwritten signature in cursive script that reads "Sarah E. Colburn".

Sarah E. Colburn  
Administrative Assistant

/sec

Enclosures

cc: Dave Spencer  
File

# Location Sheet

## FACT SHEET

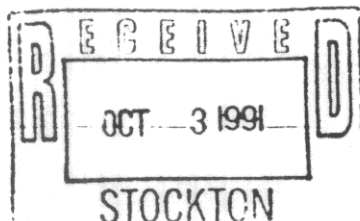
LOCATION: Highway 99, south of Armstrong , facing south  
MARKET: Stockton/Lodi CITY: \_\_\_\_\_  
LEASE NO. \_\_\_\_\_ SIZE: 12'x40'  
AVG EFFECTIVE CIRCULATION-DAILY: 39,950 MONTHLY: 479,400 impressions  
COST PER THOUSAND: \_\_\_\_\_ TYPE: 1,198,500  
CONTRACT TERMS:

36 MONTHS: \_\_\_\_\_ PER MONTH  
24 MONTHS: \_\_\_\_\_ PER MONTH  
12 MONTHS: \_\_\_\_\_ PER MONTH

CURRENT ADVERTISER: renewal

REMARKS: Strong, right-hand reading bulletin. Illuminated until midnight.

Reaches local and transient traffic along the CENTRAL VALLEY corridor



# Location Sheet

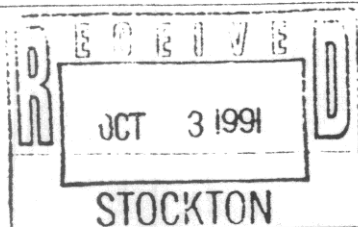
## FACT SHEET

LOCATION: Highway 99 north of Peltier Road. North facing  
MARKET: Lodi CITY: Same  
LEASE NO. \_\_\_\_\_ SIZE: 12'x40'  
AVG EFFECTIVE CIRCULATION-DAILY: 32,725 MONTHLY: 981,750  
COST PER THOUSAND: \_\_\_\_\_ TYPE: \_\_\_\_\_  
CONTRACT TERMS:

36 MONTHS:	_____	PER MONTH
24 MONTHS:	_____	PER MONTH
12 MONTHS:	_____	PER MONTH

CURRENT ADVERTISER: Renewal

REMARKS: Strong, right-reading bulletin. Illuminated until midnight.



IN National

NON-CANCELLIBLE

# NATIONAL ADVERTISING COMPANY

GENERAL OFFICES BEDFORD PARK ILLINOIS 60501

Local office # 209/466-5021

## CITY OF LODI

(LEGAL NAME OF ADVERTISER)

CITY OF LODI

(TRADE NAME)

221 WEST PINE STREET

(Street Address)

LODI, CA 95240

(City, State, Zip Code)

N/A

(ADVERTISER'S AGENCY)

(Street Address)

(City, State, Zip Code)

ALICE REIMCHE

209/334-5634

Person to call

Telephone Number

Person to call

Telephone Number

**AUTHORIZATION.** The above identified actual advertiser, together with the advertiser's authorized advertising agency, if any (hereinafter referred to jointly and severally as the Advertiser), hereby authorizes and contracts with National Advertising Company, (hereinafter called 3M National), of Bedford Park, Illinois, a subsidiary of Minnesota Mining and Manufacturing Company, to provide advertising services on the following listed displays advertising City of Lodi in accordance with copy provided or approved by the Advertiser

Location Number	Location and Description	Approximate Size	Illumination Class (A, B, C.) <i>See Note 2</i>	Paintings Yearly (Including Original) <i>See Note 3</i>	Monthly Unit Charge <i>See Note 4</i>
007077	WS HWY 99, 50' N/O PELTIER RD., LODI, FN	12x40	B	1	\$ 814.00
RENEWAL EFFECTIVE 4/01/92					
<p>NOTE 1: All cutouts, embellishments, pictorials and/or blended backgrounds will be charged for separately and quoted upon presentation of artwork.</p> <p>NOTE 2: Class "A" displays are non-illuminated. Class "B" displays are to be illuminated daily from dusk until midnight, standard time, and Class "C" displays are to be illuminated daily from dusk until dawn.</p> <p>NOTE 3: Special paintings or cut-outs in addition to those specified above will be made at 3M National's then current charges therefor which will be quoted upon request.</p> <p>NOTE 4: The Monthly Unit Charge shown above is applicable only to the first 12 months or less of the contract term. A <u>958 (958)</u> per year increase in the Monthly Unit Charge will be applicable to each succeeding year, commencing on each anniversary of the effective date of this agreement.</p>					

**TERM.** The term of this contract as to each display shall be 36 months, beginning on the day such display is completed, herein called the effective date. The effective date of this agreement will normally be within sixty days (for a single display) or ninety days (for more than one display) from the date 3M National receives the approved artwork from the Advertiser. If the Advertiser's approved artwork has not been received within the forty-five day limit as specified in the "Copy Approval" paragraph herein, 3M National may, at its option, charge the Advertiser 1/30 of the above Monthly Unit Charge for each day beyond the said forty-five day limit until the said artwork has been received, and the Advertiser agrees to pay such charges upon receipt of billing therefor by 3M National. If this is a contract for a renewal term of an existing contract, the effective date will be the expiration date of such prior contract term.

**ADDITIONAL PROVISIONS.** The undersigned hereby authorizes National Advertising Company to investigate any reference or source to obtain credit information. The provisions on the reverse hereof are hereby incorporated herein by specific reference thereto and constitute a part of this agreement. Both sides of this contract and the information inserted herein have been carefully read and are fully understood, and the provisions herein correctly state the intentions of the undersigned.

RECEIVED BY (Subject to acceptance by 3M National)

DAVID SPENCER

Representative

ACCEPTED

NATIONAL ADVERTISING COMPANY

By

Billing Address: **RECEIVED**  
**OCT 3 1991**  
**STOCKTON**

Date January 2 19 92

Thomas A. Peterson  
(Signature) City of Lodi (Title)  
Thomas A. Peterson City Manager

Alice M. Reiche  
(Signature) City of Lodi (Title)  
Alice M. Reiche City Clerk